



« Itinéraire culture » Program Seminar for english speakers - Spring 2020

What digital strategy for cultural structures

Dates	From Monday, 8 June to Friday, 19 June 2020 (included)
Context	<p>The Ministry of Culture (Secretariat General, Division of European and International Affairs) offers this program as part of its experience exchange programs for foreign professionals.</p> <p>This seminar will be held in English only.</p>
Audience	<p>This seminar is designed for experienced professionals conceiving and implementing cultural projects – including administrators of cultural institutions, managers of government authorities and local authorities, managers devising and implementing cultural policies - in their countries of origin (with no geographical exclusions).</p>
Aims	<p>The digital transition that our societies are currently experiencing revolutionizes human activities. The cultural sector, in which innovation occupies a prominent place, is inherently exposed to these upheavals.</p> <p>Digitalization enables the development of new tools for democratization and offers new perspectives to make culture and arts accessible to as many people as possible. On the other hand, digitalization compels policymakers to adjust public policies and redefine specific legal frameworks. This trend is most notable through the debate on the distribution of the wealth between large digital platforms and makers as well as through the struggle for a greater cultural diversity in an environment increasingly dominated by the same platforms.</p> <p>In this context, the cultural and communication sector must lay out a strategic framework in order to enable its actors to get a better grasp of these evolutions: accompanying actors and the professional ecosystems, guaranteeing the sustainability of their economic models, ensuring a free space for the makers and a better cultural public service for citizens, etc.</p> <p>Through round tables, visits and workshops, this seminar will provide an understanding of the way whereby cultural structures can make the most of the transformations brought about by the digital revolution.</p> <p>It will bring together in Paris and in other regions about fifteen cultural managers working in cultural structures. It will encourage participants to share their experiences and facilitate the development of professional networks between France and the participants' countries of origin.</p>
Topics	<p>The seminar will deal with the following topics:</p> <ul style="list-style-type: none">-Digital technology in the service of cultural democratization (presentation of the specific case of the “Pass Culture”) ;-Digital technology and image and media literacy education ;-Legislative and regulatory challenges related to digital technology: copyright, cultural diversity, taxation in the cultural sector, remuneration of creators;-Digital technology as a catalyst for cultural innovation;-Public administration's modernization and support for cultural professions;-Digital technology in the service of new methods of knowledge transmission for higher cultural education institutions.



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At the end of the seminar, participants will be able to:

- Identify the opportunities offered by the digital revolution and anticipate the changes induced by it;
- Proceed to a cartography of specific challenges induced by digitalization and faced by cultural structures;
- Develop cultural projects in which digital technology plays a key role.

This seminar builds upon the experience of renowned cultural managers from the Ministry of Culture, local authorities and cultural institutions (libraries, museums, heritage sites, festivals, creation centers...)

The Ministry of Culture will cover:

- The course fees,
- Subsistence expenses (accommodation and per diem),
- Travel expenses for the travels undertaken in France for the purpose of the program,
- Insurances.

Be careful: the Ministry of Culture will not cover international travel expenses, which subsequently must be borne by the candidate, his establishment, the Embassy of France or "Institut Français" of his country of residence, or by any other institution.

The application form is available on the Ministry of Culture's official website (www.culture.gouv.fr/politiques-ministerielles/Europe-et-international/accueil-et-formation).

The application form must be sent to the Embassy of France (Cultural Section) or to the "Institut Français" located in your country of residence. These services will then assess and stamp your application, before transmitting it to the Ministry of Culture no later than **Monday, 24 February 2020 to contact-international@culture.gouv.fr**.

Competition for this program is intense and a jury composed of representatives of the Ministry of Culture will assess the applications, notably through the following criteria:

- The relevance of the professional project
- The structuring effect of the seminar for the candidate's institution of origin
- The development opportunities of institutional cooperation between France and the candidate's country of origins and the other candidates' country of origins.

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Coverage of the expenses

The Ministry of Culture and Communication will cover the costs for :

- The course fees,
- Subsistence expenses (accommodation and per diem)
- Travel expenses in France (for travel undertaken in France for the purpose of the program)
- Insurance.

NB: The cost of the international transportation ticket is not included and must be borne by either the applicants, their employer, the Embassy of France or the "Institut français" in their home country, or any other institution.

Application procedure

The application form is available on the Ministry of Culture's official website (www.culture.gouv.fr/politiques-ministerielles/Europe-et-international/accueil-et-formation).

You must then send your application to the Embassy of France (to the Cultural Section) or to the "Institut Français" located in your country of residence. These services will then sign it, give an advisory opinion on the application and send it to the Ministry of Culture no later than **Friday, February 21th** to:

contact-international@culture.gouv.fr.

Competition for this program is intense and a jury composed of representatives of the Ministry of Culture will assess the applications, notably through the following criteria:

- The relevance of the professional project
- The Structuring effect of the seminar for the institution of origin of the candidate
- Possible development of institutional cooperation between France and the candidate's country of origins and the other candidates' country of origins.

Information

Ministry of Culture, www.culture.gouv.fr

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Follow up of the application process / Organization

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